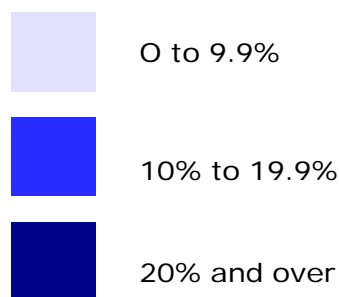
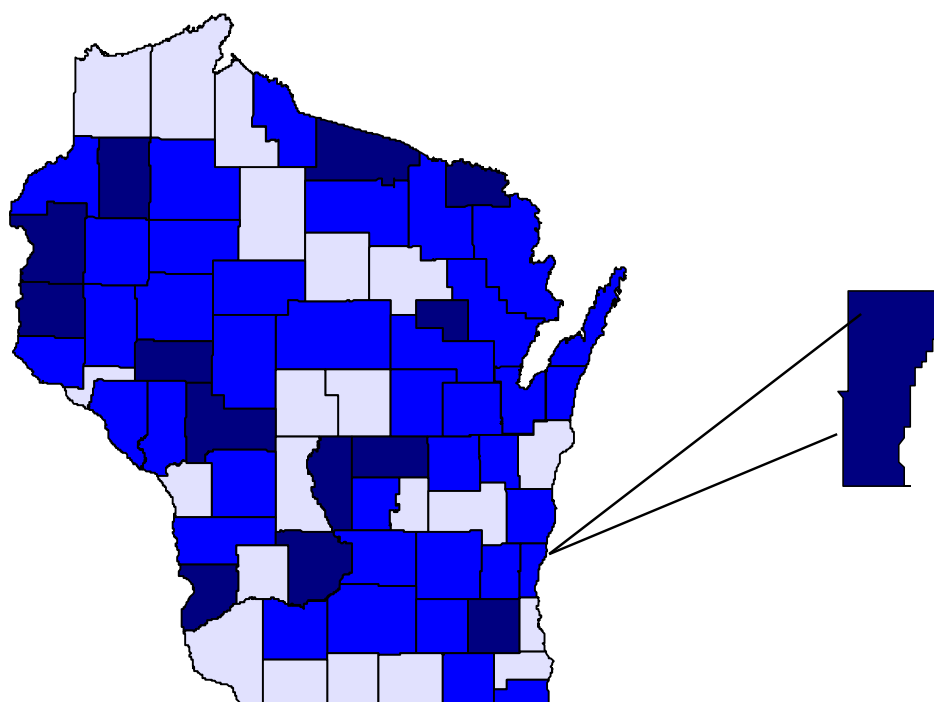


# Ozaukee County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Ozaukee County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

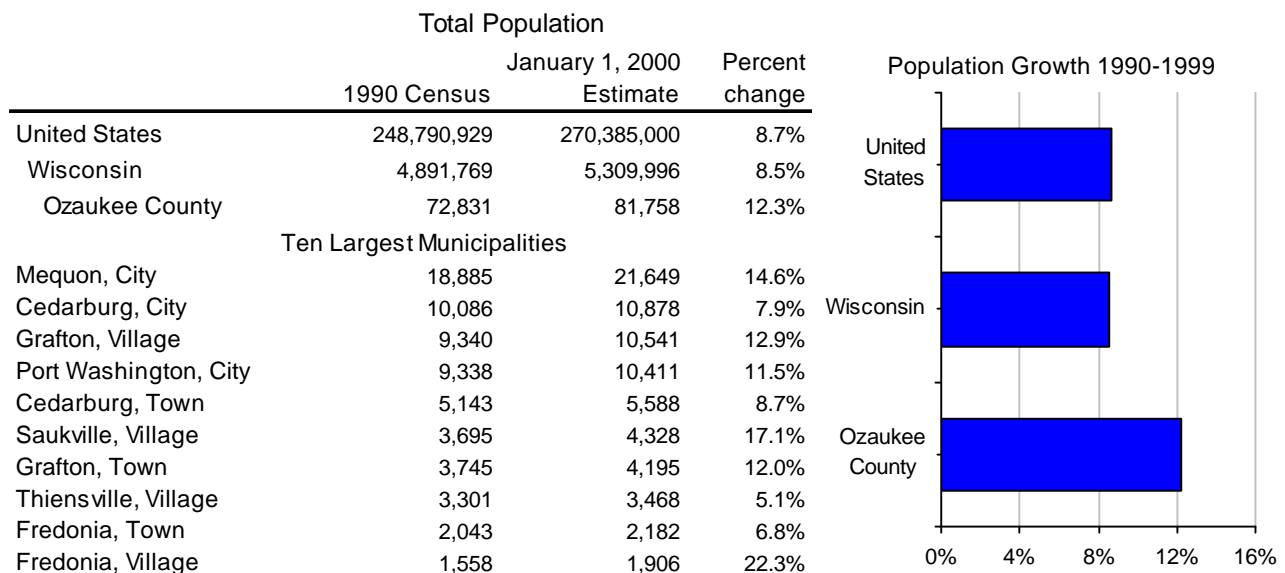
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst,  
Jeff Sachse, by telephone (262-695-7784) or email ([sachsje@dwd.state.wi.us](mailto:sachsje@dwd.state.wi.us)).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Ozaukee County Population and Civilian Labor Force

The 1999 population figure for Ozaukee County stood 12.3 percent higher than 1990's, eclipsing both the national and state rates of growth of 8.7 and 8.5 percent, respectively. A comparison between 1998 and 1999 figures show an increase of 1,000 residents or a 1.2 percent rise in the county population over the past year. Ozaukee is the smallest of the WOW Workforce Development Area (Washington, Ozaukee, Waukesha) counties in terms of population and also showed the most modest growth of the three counties over the last nine years. Municipalities in Ozaukee County are very small compared to its neighboring counties. But this comparison may be a bit misleading as all of the WOW counties have seen a robust influx of new residents from Milwaukee County into cities, towns and villages along Interstates 43 and 94 such as Mequon, Port Washington, and Saukville. It is no coincidence that Ozaukee County growth has clustered along this main thoroughfare as people flock to the scenic housing and recreational amenities that the eastern part of the county allows along Lake Michigan while still maintaining easy access to Milwaukee as many residents of Ozaukee County work in other central city and suburban locations.



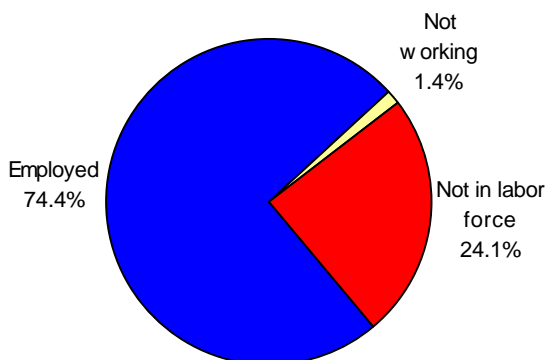
\* Ozaukee County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor force eligible persons must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term “unemployed” does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase “Not Working” in the graph below assumes unemployed for the purposes of this profile.

Ozaukee County's labor force grew about seven percent over the last five years adding about 3,100 people since 1994. But like a great deal of Wisconsin counties, Ozaukee County has lost some of its labor force over the last year. The loss over the year stands at just over one percent mitigating growth trends over the previous four years which averaged about one to two percent a year.

1999 Labor Force Participation



The relationship between the labor force and only those who are labor force eligible is termed the labor force participation rate. The labor force participation rate for Ozaukee County stands at 75.8 percent for 1999, down from 79.2 percent in 1998. This measurement tells one that 75.8 percent of those 16 and older and civilian are either employed or have actively sought work during 1999. The pie chart to the left outlines the components of this rate.

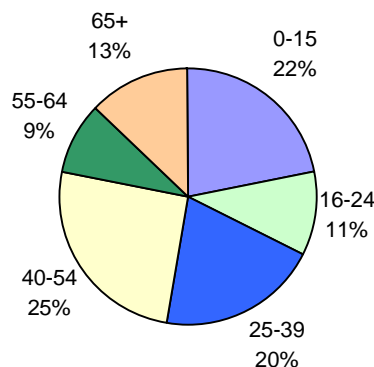
The Ozaukee County labor force participation is higher than the Wisconsin average of 72.3 percent. Both Ozaukee County and Wisconsin have a higher rate than the U.S. rate of 67.1 percent.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

According to the above graph, 24 percent of Ozaukee County residents are not in the labor force, up from 21 percent in 1998. This may be for many reasons: choosing not to work, being unemployed and not actively looking for work, or career retirement. Demographics probably play a much larger part of this trend than is normally attributed. The graph and table below outline the age characteristics of Ozaukee County. The largest age increases were in the older portion of the baby boomers and those 65 and older. Ozaukee County has seen a rise in population due to in-migration of those who have no intention of working due to retirement. Ozaukee County has a median age of 38.9 years. This is higher than the state's median of 36.0 years and highest of the counties contained in the southeast corridor of Wisconsin.

Ozaukee County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	17,673	17,840	0.9%
16-24	8,153	8,835	8.4%
25-39	17,407	16,360	-6.0%
40-54	14,776	20,771	40.6%
55-64	6,729	7,453	10.7%
65+	8,094	10,500	29.7%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

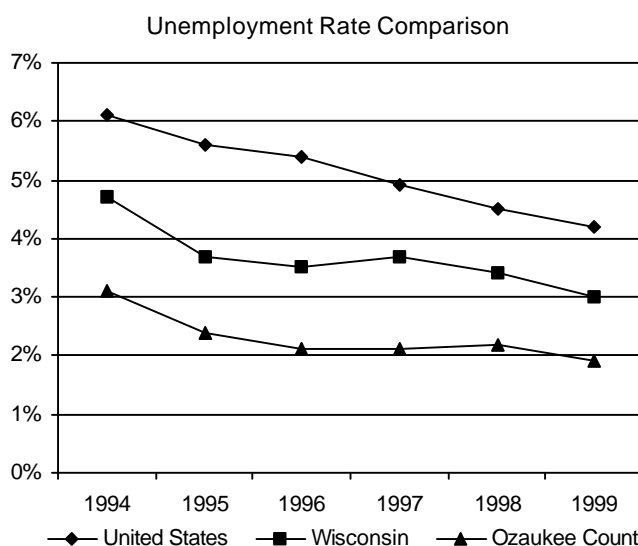
Ozaukee County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	44,900	46,200	47,800	48,100	48,500	48,000
Employed	43,500	45,100	46,800	47,100	47,400	47,100
Unemployed	1,380	1,110	1,020	1,010	1,050	900
Unemployment Rate	3.1%	2.4%	2.1%	2.1%	2.2%	1.9%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The mid to late 1990's brought considerable labor force growth in the county, despite the slight loss from 1998 to 1999. The total labor force has grown seven percent, as stated before, from 1994 to 1999. The state's labor force grew 12 percent over the same time period. Studying the individual components of the labor force, the employed and the unemployed, helps to explain the difference between the two rates.

The number of those employed in Ozaukee County increased by 8.2 percent, coupled with a 35 percent decrease in the number of unemployed from 1994 to 1999. These figures translated to an unemployment rate of 3.1 percent in 1994 decreasing to an extremely low 1.9 percent in 1999, which was the second lowest county rate in Wisconsin in 1999 and lowest of all non-metro counties. The State of Wisconsin's employed rose by 14 percent and the unemployed decreased by 23 percent. This contrast speculates that while the 1990's economic upswing not only created jobs and lured those who may have been detached from the workforce, it also convinced others to get out of the workplace. Those opting out of their careers (or any other employment) are typically of retirement age, which is either getting older or younger, depending upon which source one consults.



Ozaukee County's 1999 labor force figures show 47,100 as employed, yet the nonfarm employment figures (table on page 4) show 40,090 jobs in the county. This discrepancy is explained by the different survey methods used to measure those employed and the number of jobs in a locale. The labor force figures are gathered monthly by means of a "place of residence" survey. This survey measures whether someone works, not where they work. The nonfarm jobs survey surveys employers, measuring the number of jobs without consideration of where the employees live. The difference between these two is explained by commuting.

## Ozaukee County Commuting Patterns

### Ozaukee County Commuting Patterns

	Commute Into	Commute From	Net Commute
Milwaukee County	14,599	4,631	-9,968
Sheboygan County	608	1,315	707
Washington County	1,006	2,792	1,786
Waukesha County	2,104	1,402	-702
Elsewhere	1,002	101	-901
Total	19,319	10,241	-9,078

Work within Ozaukee County 19,403

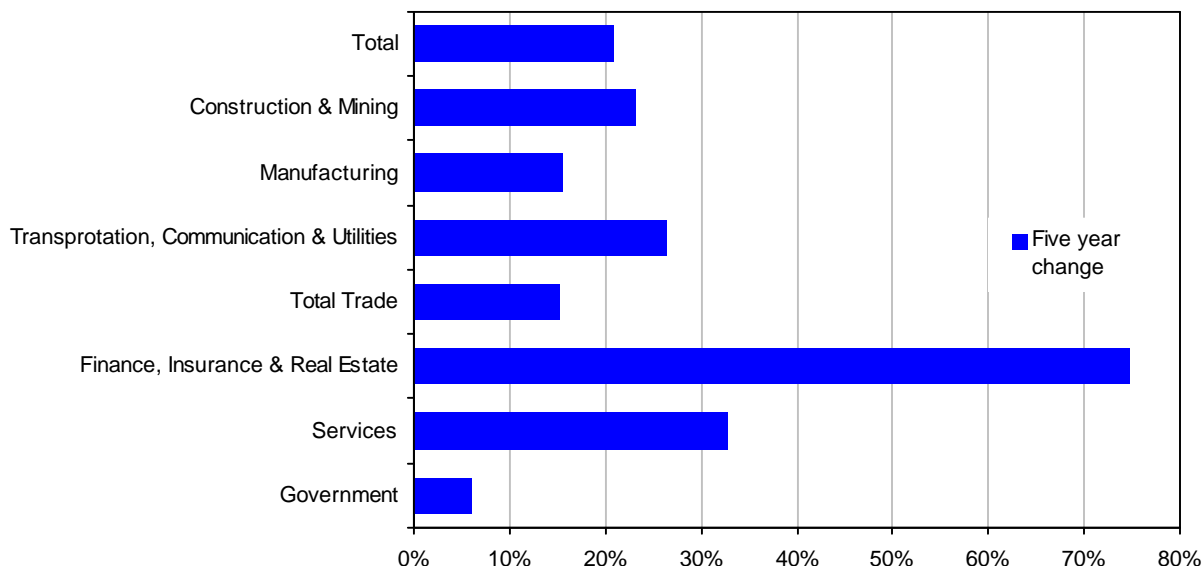
Source: WIDWD, Bureau of Workforce Information. Wisconsin's Commuting Patterns, 1994.



(note: Commuting data from 1994 is the most recent data available until the 2000 Census is published.. While many changes are expected, the flow patterns and net commuting dynamics are probably fairly similar.) Ozaukee County workers are very mobile. Approximately 50 percent, or 19,300, of the employed residents work outside of the county. Milwaukee County is the destination for three-quarters of the outbound commuters, with Waukesha County being the destination of one-fifth of the outbound commuters. Overall, Ozaukee County loses workers to all neighboring counties with the exception of Washington and Sheboygan Counties. In fact, the county gains over 2,400 workers from these two border counties.

Most commuters travel along the major north/south highway, Interstate-43. Commuters enter the highway mainly from Mequon and Thiensville and to a lesser degree from Grafton, Cedarburg and Port Washington. The communities along the southern edge of the county are known as "bedroom communities" for Milwaukee County workers. Many management-level employees from Milwaukee employers live in the Mequon-Thiensville area. Highways 33 and 60 are east/west highways that are used to commute to and from Washington County and into Waukesha County.

## Ozaukee County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
<b>Total</b>	33,143	35,259	35,726	37,483	39,339	40,090	1.9%	21.0%
<b>Goods Producing</b>	12,597	13,473	13,535	14,249	14,681	14,632	-0.3%	16.2%
Construction & Mining	1,264	1,423	1,421	1,520	1,481	1,558	5.2%	23.2%
Manufacturing	11,333	12,050	12,114	12,729	13,200	13,074	-1.0%	15.4%
Durable	8,553	9,295	9,735	9,817	10,093	10,305	2.1%	20.5%
Nondurable	2,781	2,755	2,381	2,913	3,106	2,769	-10.9%	-0.4%
<b>Service Producing</b>	20,546	21,786	22,191	23,234	24,658	25,458	3.2%	23.9%
Transportation, Communications & Utilities	702	737	776	853	906	887	-2.1%	26.4%
Total Trade	7,593	7,805	8,129	8,189	8,429	8,758	3.9%	15.3%
Wholesale	1,567	1,601	1,569	1,638	1,708	1,690	-1.0%	7.8%
Retail	6,026	6,204	6,560	6,551	6,721	7,068	5.2%	17.3%
Finance, Insurance, and Real Estate	1,141	1,236	1,279	1,295	1,704	1,993	17.0%	74.7%
Services & Misc.	7,649	8,568	8,552	9,374	9,986	10,151	1.7%	32.7%
Total Government	3,461	3,440	3,454	3,523	3,634	3,669	1.0%	6.0%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

The nonfarm wage and salary figures above outline the number of jobs by industry within Ozaukee County. This data excludes agricultural, military and self-employed persons.

Ozaukee County's job growth has topped over 21 percent over the last five years; nearly double the 11.8 percent growth rate of the state as a whole. Yearly growth has been erratic with rises anywhere from one to six percent, yet overall growth has been steady in the positive direction as the suburban Milwaukee counties have experienced job creation to complement the population and demographic changes.

Ozaukee County is an excellent study in how demographic changes bring about different industrial "imperatives". The finance, insurance and real estate sectors have shown extreme growth over one and five year periods due to the large influx of homeowners in the "bedroom communities" along the south edge of the county. Mortgage companies and financial products vendors have set up larger shops to cater to those seeking retirement planning, home ownership and general money management as a result of the influx of more affluent residents. Service producing industries have dominated growth over goods producing sectors but it should be mentioned that construction has been very healthy over the last five years as new residential housing has been a very prosperous sector. Manufacturing has been strong (representing about 34 percent of total employment) with durable goods producers bolstering their number of workers in response to the great consumer and commercial demand for products.

# Ozaukee County's Largest Industries and Employers

## Top 10 Industry Groups

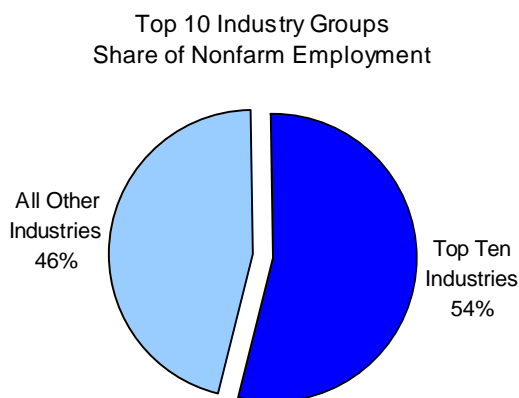
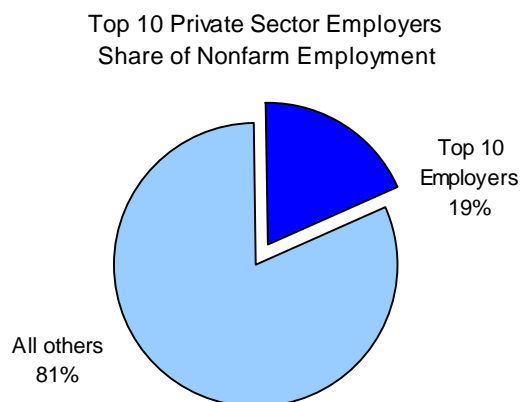
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Industrial Machinery And Equipment	64	3,761	150	102
Educational Services	22	2,611	69	332
Eating And Drinking Places	128	2,460	38	24
Electronic & Other Electric Equipment	23	2,326	62	29
Business Services	139	2,296	-282	540
Health Services	130	2,258	91	87
Primary Metal Industries	8	1,724	3	372
Fabricated Metal Products	31	1,503	47	366
Executive, Legislative, And General	14	1,391	5	56
Wholesale Trade-Durable Goods	195	1,179	64	26

\*data suppressed to maintain confidentiality

## Top 10 Private Sector Employers

Company	Product or Service	Size
Seek Inc	Help Supply Services	1000+
Allen-Bradley Co LLC	Relays and Industrial Controls	1000+
St Mary's Hospital Ozaukee Inc	General Medical and Surgical Hospitals	500-999
Leggett & Platt Inc	Aluminum Die-Castings	500-999
Trak Intl Inc	Forklifts and Skid Steer Loaders	500-999
Leeson Electric Corp	Electric Motors and Generators	500-999
Charter Mfg Co Inc	Miscellaneous Fabricated Wire Products	500-999
Simplicity Mfg Inc	Lawn and Garden Equipment	250-499
Concordia University Wisconsin	Colleges and Universities	250-499
Tecumseh Products Co	Internal Combustion Engines	250-499

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.



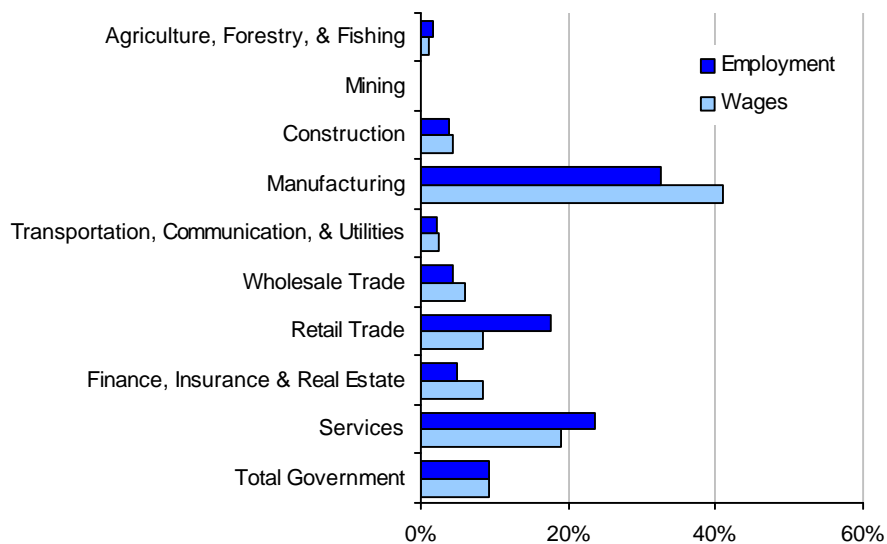
Smaller counties, like Ozaukee, tend to have dominant industries or employers. Ozaukee County does not have to rely on such dominance due to the fact that it is pocketed in the most economically diverse area of the state and that a great deal of its residents are employed in another county. Nevertheless, Ozaukee County's largest employers are dominant in the services and manufacturing sectors. Health care and education service institutions along with durable goods manufacturers make up a large contingent of the top ten employers. One out of every five private job holders within Ozaukee County works for a top ten employer and just over one half work within the top ten private industries.

The largest employer, Seek Inc., is a help supply services company providing temporary and contracted workers for employers in the local area. These types of agencies, which have had enormous growth, disperse workers to a multitude of employment sectors and have played a greater role in the manufacturing sectors over the years. Concordia University Wisconsin and Trak International Incorporated have both moved up one place in the top ten list since 1998.

## Ozaukee County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$31,822	\$29,609	107.5%	6.1%	24.8%	38,789
Agriculture, Forestry, & Fishing	\$22,719	\$21,499	105.7%	3.6%	28.0%	649
Mining	*	\$39,968	*	*	*	*
Construction	\$36,392	\$36,772	99.0%	4.8%	25.5%	1,506
Manufacturing	\$40,108	\$37,773	106.2%	6.0%	22.2%	12,641
Transportation, Communications, & Utilities	\$36,372	\$34,523	105.4%	8.0%	18.9%	858
Wholesale Trade	\$44,101	\$38,048	115.9%	3.7%	24.6%	1,634
Retail Trade	\$15,007	\$15,066	99.6%	5.7%	23.5%	6,834
Finance, Insurance, & Real estate	\$53,463	\$37,911	141.0%	21.1%	66.1%	1,927
Services	\$25,443	\$26,041	97.7%	4.7%	26.3%	9,166
Total Government	\$32,381	\$32,017	101.1%	4.0%	16.4%	3,547

Total Employment and Wage Distribution by Industry Division



Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due* covered by Wisconsin's U.C. Law, Tables 209-211.

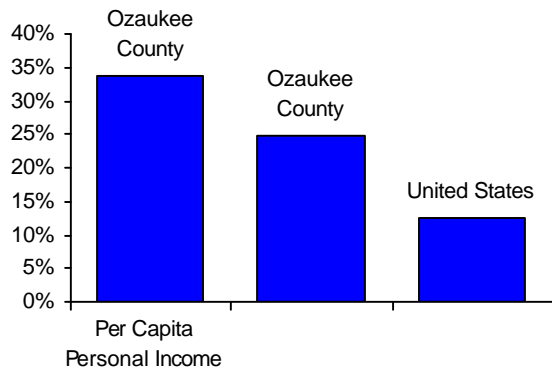
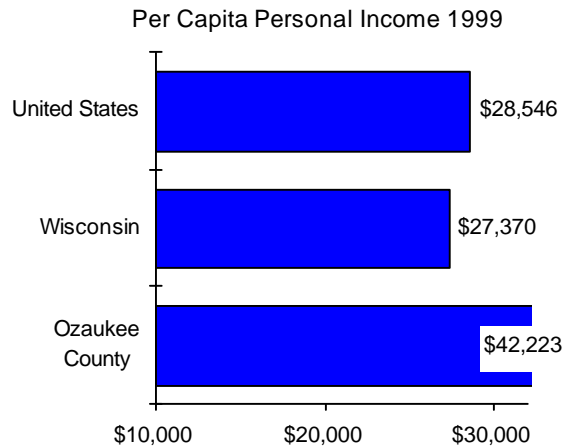
The table at the top of the page displays average wages paid by industry and their relationship to the state's industries wage. Ozaukee County's wages for all industries is 7.5 percent higher than the state aggregate wages paid but are about five percent lower than the metropolitan area average wage paid. Wages in Ozaukee County have risen 24 percent over a five year period and 4.3 percent over the year. Wages in the state have risen a bit slower at 22 percent over the same five year period. The rate of wage growth is especially important, vis-à-vis the consumer price index change (page 7), which is the best gauge of overall inflation and gives an idea of the true buying power of one's wages.

Finance, insurance and real estate leads the industrial pack in Ozaukee County in state-relative wage disparity. The FIRE sectors pay 141 percent of the state's average FIRE wage — a huge difference. This is explained by the large number of executive and upper management professionals in the county working for financial products vendors. Services employment is the lowest-waged, relative to the state but is still almost 98 percent of the state average.

The employment/wage distribution graph shows the relationship between the percentage of industry employment to the percentage of total annual wages paid in all industries in Ozaukee County. Manufacturing and FIRE are examples of industries that pay "more" proportional to their representation in Ozaukee. This is due to higher wage structures, the opportunity for overtime in manufacturing and the compensation system in FIRE, which allows for lucrative bonuses/incentives. Conversely, retail trade has considerably more employment "weight" than wages due to a great deal of entry-level tenure in employment and a great deal of those active in this industry works part-time.



## Ozaukee County Wage and Income Data



Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. PCPI is an interaction between income and population, therefore there may be a great deal of revision and volatility in estimates as both components are re-estimated on a frequent basis. Ozaukee County's PCPI of \$42,223, is the highest in the state, holding this distinction for the past two years. The County's PCPI five year change is almost 34 percent, far exceeding state and national growth of slightly over 26 percent. Growth in the county over the year registered 4.6 percent.

Ozaukee County is fairly unique in its difference of PCPI and average wage paid. As stated before, Ozaukee ranks third out of the four-county area in wages paid, yet it has the highest per capita income. This may seem perplexing but it is explained by a few factors: 1) many residents of Ozaukee County earn wages in other (higher paying) counties, 2) a higher share than average of total personal income is earned outside of wages paid from employment. Specifically, Ozaukee County residents have seen the dividends and interest-paid portion of their total income rise faster than any other income component. In addition, the County's older-than-average population is generally wealthier, despite the fact that government payments have declined as a component of PCPI.

Per Capita Personal Income

	1994	1995	1996	1997	1998	1999	Percent Change	
							1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Ozaukee County	\$31,582	\$33,040	\$35,021	\$37,653	\$40,374	\$42,223	4.6%	33.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Assemblers, electronic	\$ 13.22	\$ 11.96
Bookkeeping/Acct. Clerks	\$ 12.44	\$ 12.00
Cashiers	\$ 7.12	\$ 6.70
CNC Machine Operator	\$ 16.61	\$ 15.99
Data Entry Keyers, ex. composing	\$ 9.28	\$ 9.19
Food Preparation Workers	\$ 7.64	\$ 6.86
Machinery Maint. Mechanics	\$ 18.09	\$ 16.91
Machinists	\$ 10.95	\$ 10.95
Nursing Aides & Orderlies	\$ 9.12	\$ 9.12
Receptionists and Info. Clerks	\$ 9.61	\$ 9.52
Salespersons, retail	\$ 8.96	\$ 7.46
Shipping/Receiving/Traffic Clerks	\$ 11.20	\$ 10.74
Team Assemblers	\$ 10.96	\$ 10.11
Truck Drivers, heavy/tractor trailer	\$ 17.38	\$ 17.47
Waiters & Waitresses	\$ 6.24	\$ 5.97

Source: DWD, BWI, 1999 OES wage survey, Milwaukee-Waukesha MSA

The wages for the selected occupations in this table were reported by employers in the Milwaukee-Waukesha metropolitan statistical area (MSA) who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSA's.

Wage structures are important information to the employer, the job seeker and the employed as career decisions and labor retention issues are contemplated. The mean or average wage is the sum of the occupation's wages divided by the sum of all those in the occupation. The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the median is significantly below the mean, an employer offering mean wages, theoretically, should capture most of the market. Also along these lines, workers in this occupation will find it difficult to gain employment at this mean wage due to high competition for this placement.